



# February Alliance Newsletter





February is Black History Month. This month highlights the past achievements and contributions of Black and African American people. Black history has driven this nation forward, and Black history continues to today: "Black history is made everyday" (NAACP).

"We are striving to forge a union with purpose.  
To compose a country committed to all cultures,  
colors, characters and conditions of man.

And so we lift our gazes  
not to what stands between us,  
but what stands before us"

-Amanda Gorman



# Alliance for Substance Abuse Prevention

## Mission:

To improve the lives of children, youth and adults by mobilizing communities to prevent and treat alcohol, tobacco and other drug misuse in the Eau Claire County

## Vision:

A community culture free from the misuse of alcohol, tobacco, and other drugs

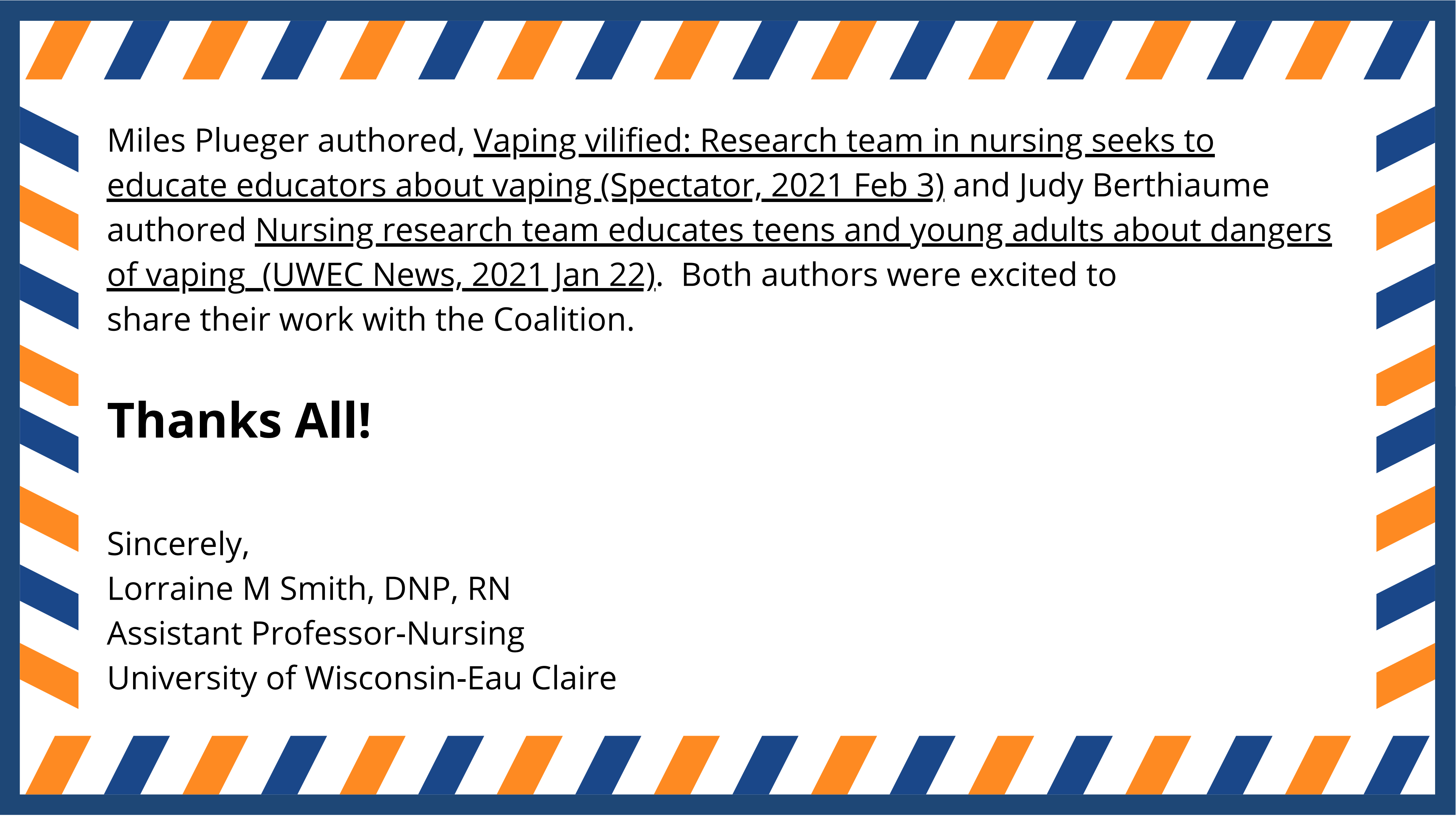


# UWEC Nursing E-Cigarette and Vaping Research

Alliance for Substance Abuse Prevention Coalition,

I am a UW-Eau Claire Assistant Professor of Nursing. My Undergraduate Research Assistant, Lindsey Boehm, and I have been busy since the last Coalition meeting in January. We have been interviewed twice with articles published in each of the past two months. The E-cigarette and Vaping research project began in Fall 2019 by Dr. Diane Marcyjanik who passed away suddenly in April 2020. Dean Linda Young agreed to have me continue this important research project for my dearest friend and colleague.

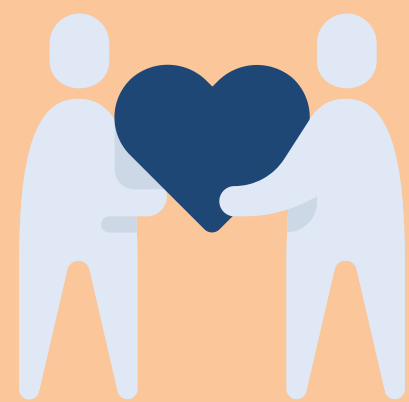




Miles Plueger authored, Vaping vilified: Research team in nursing seeks to educate educators about vaping. (Spectator, 2021 Feb 3) and Judy Berthiaume authored Nursing research team educates teens and young adults about dangers of vaping. (UWEC News, 2021 Jan 22). Both authors were excited to share their work with the Coalition.

**Thanks All!**

Sincerely,  
Lorraine M Smith, DNP, RN  
Assistant Professor-Nursing  
University of Wisconsin-Eau Claire



# Share Your Work!

Hello Alliance Community Members! 😊

The Alliance Newsletter is a place for **all members of the Alliance to share their work** related to alcohol, tobacco, and drug misuse prevention.

If anyone has updates on their work, trainings, or anything else related to the Alliance, please share with us the great work you've been doing before the last week of March so it can be included in the upcoming Newsletter.

The Alliance wants to share all of your hard work.

**Thank you all** for everything you are doing!





# Starting a Work Group!!!

## Tobacco Prevention Control Program (TPCP)

Want to look at ways to share and collaborate around your tobacco work? Check out the Alliance's Tobacco Workgroup! There will be opportunities to work on tobacco-related projects like outreach to legislators, media outreach, planning to work with youth and more! Let us know what day/timeworks best for you, take the Doodle Poll below so we can plan our first meeting.

Reach out to [Emily.Carlson@co.eau-claire.wi.us](mailto:Emily.Carlson@co.eau-claire.wi.us) with any questions.

# Strategic Prevention Partnership - Partnership For Success (PFS 2020) Work Group



A goal for the Alliance over the next few months is to complete the needs assessment. We are looking for Alliance members to participate in a workgroup to help plan key steps in as we assess community needs, review data and other information, and collect community input and information about our local resources.

Contact Peggy O'Halloran at [peggy.ohalloran@co.eau-claire.wi.us](mailto:peggy.ohalloran@co.eau-claire.wi.us) if you're interested in being part of this work group.





# Opportunity for Involvement

## Northwoods Coalition Capacity Building Series


Help the Alliance build and strengthen it's Coalition by attending **1 out of 3** remaining Northwoods Coalition Capacity Building Series. The next session coming up is **Session 2**.

If interested, please contact Sarah Dillivan-Pospisil

### **Session 2:**

March 12, 9:30 am - Noon

Topics : (1) Strategic Prevention Framework, (2) Building Capacity to do the Work, (3) Build Transformational Leadership, and (4) Membership Involvement, recruitment, and Retention





# Next Alliance Meeting Activity

## Health Equity Modules

In our next alliance meeting we will have an activity discussing Health Equity and our coalition. Before our next meeting,

★ **please watch Module 2|Health & Power.**

For more background, watch  
Module 1 |Introduction and/or Module 3|Operationalize Health Equity.



### **Health Equity Module 2|Health & Power**

~ 10 mins

The second module explores the relationship between health and power, considering what it means to suggest that “the root cause of health inequity is powerlessness.”





# Next Alliance Meeting

**Tuesday, March 16, 2021**

**8:00 AM - 9:00 PM**

(UTC -06:00) Central Time (US &Canda)



**Meeting number: 145 488 5483**



**Meeting password: jeJFnpKE348**



**Join by phone: +1-415-655-0001 US Toll**

# 2 Updates

## Wisconsin Tobacco Report Card

Wisconsin has received **failing grades** for the "State of Tobacco Control" 2021. The areas graded have been proven to prevent and reduce tobacco use and save lives.

The following area Wisconsin's Grades:

1. Funding for State Tobacco Prevention Programs

(F)

2. Strength of Smokefree Workplace Laws

(A)

3. Level of State Tobacco Taxes

(D)

4. Coverage and Access to Services to Quit Tobacco

(F)

5. NEW! Ending the sale

(F)



## Small Talks: Quarterly Newsletter

The Small talks first quarter 2021 Newsletter is out.

Small Talks: How WI Prevents Underage Drinking Quarterly Newsletter is published four times a year with information on Wisconsin's underage drinking prevention campaign. Small Talks is a statewide campaign created by the Wisconsin Department of Health Services that encourages adults – especially parents and caregivers – to have short, casual conversations about the dangers of underage drinking with the kids in their lives starting at age 8.

Small Talks provide the following resources: talking points, tips from talker, take action, and partner resources. Check out their resources!

# March Trainings



## **Who's Doing What?: The Epidemiology of Adolescent Substance Use**

Thursday, March 4 at 12:00 pm -1:00 pm ET (11CT)



## **Strategies for Prevention: Sustaining Your Success**

Thursday, March 4 at 2:30PM – 4:00PM (EST)



## **How to have a Meaningful Conversations with Youth about Mental Health**

Monday, March 8 at 11:30am–1:00pm CST or 12:30pm–2:00pm EST



## **Spirit of Prevention**

Thursday, March 11 at 8:30 am – 1:00 pm (EST)



## **Grant Writing 101**

Thursday, March 18 at 10:30 am - noon



## **Harm Reduction and Syringe Exchange Programs**

Thursday & Friday, March 25-26 at noon - 1:30 pm



## **Adolescents, Youth Adults and Opioid Use: When Is It a Problem? What to Do?**

Thursday, March 25 at 2pm - 3pm ET (1CT)



# Resources for Black History Month



## Campaign for Culture

"This conversation featured leading Black voices from a cross section of advocacy organizations discussing the topic of Intergenerational Tobacco Use and Its Cultural Impact on Black Communities."



## Young Black Voices Expose Predatory Tobacco Industry. Topics in New truth<sup>®</sup> Campaign

"In a calling to eradicate Big Tobacco's systemic racism, truth, partnered with Black community members to launch its latest campaign Read Between the Lies" which "encourages Black youth and young adults to spark conversation and demand change."



## **Report: Stopping Menthol, Saving Lives**

"This report documents the pervasive and deliberate targeting of Black communities and children with advertising and promotions for menthol cigarettes and the resulting destructive impact menthol cigarettes have had on the health of Black Americans."



## **Black Lives / Black Lungs**

The American Lung Association highlights the Black Lives / Black Lungs Youtube video showing the history, marketing tactics and impact of the tobacco industry targeting African-Americans with menthol tobacco products.



## **Why Tobacco Is a Racial Justice Issue**

Truth Initiative has long recognized that racism is a public health issue and found that there are major reasons why racial disparities in tobacco use persist



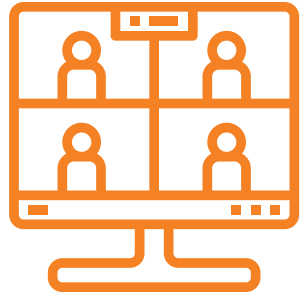
## **Stopping The Other Pandemic: Systematic Racism and Health**

"The stark racial disparities in COVID-19 mortality and prevalence rates have placed a spotlight on the long-standing connection between systemic racism and health...This three-part series focuses on the impact of systemic racism on the health and well-being of Black and Latino people, as well as others from a diverse range of ethnic and racial backgrounds. The goal of the series is to increase understanding of these important issues, and offer actionable solutions for positive change."





# Additional Resources



## **When Youth Talk, We Listen**

Free access to the recorded Empower Series events:  
Passing the Mic to the Next Generation (aired Jan. 12, 2021),  
Pushing Policy for Youth Advocacy (aired Jan. 26, 2021), and  
Effectively Communicating in A New Virtual World (aired Feb. 9, 2021).



## **FDA Center for Tobacco Products Launch** **Virtual Exhibit Booths**

Explore virtual booths, order or download over 40 different posters, flyers, coffee sleeves, etc. and get free web content including images to share on social media. This virtual site is broken out by retailers, health care providers, public health practitioners, school nurses, and educators.

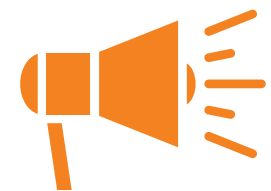


**EVERYONE WHO BUYS TOBACCO  
MUST BE AT LEAST**

**21**

The WI Wins programs is a state-level initiative aimed to decrease youth access to tobacco products. WI Wins ensures that tobacco is not being sold to minors. Preventing youth from getting access to tobacco products means the less kids use tobacco and the more Wisconsin Wins.

# Alliance Campaigns



Look for updates on these campaigns throughout the year!



# The Vaping Campaign

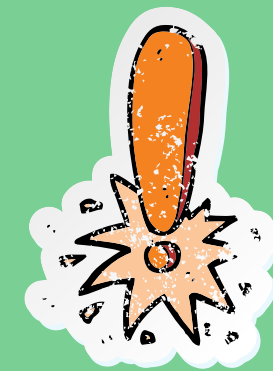
Please  **Share** The Vaping Campaign posts on  
Facebook, Twitter, and/or Instagram





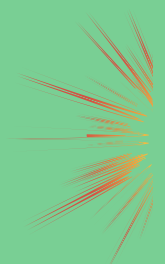


And



@ECALLIANCE

Alliance for Substance  
Abuse Prevention



Your support can help ensure a better future for our communities.



# POST HIGHLIGHTS

**Love is respect.**



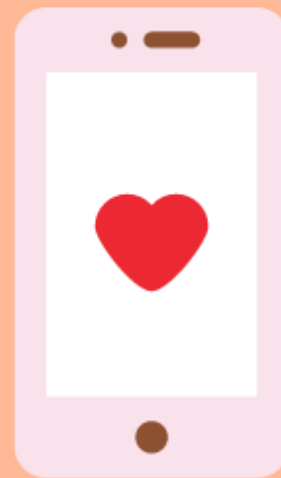
Abusive partners that are also misusing drugs or alcohol may blame those substances for their actions or behavior.

**Using substances never excuses abuse.**



# Love is Respect.

**Contact 24/7 services of support, advocacy, and education  
on questions or concerns on dating and relationships.**



**Text LOVEIS to 22522**



**Call 1.866.331.9474**



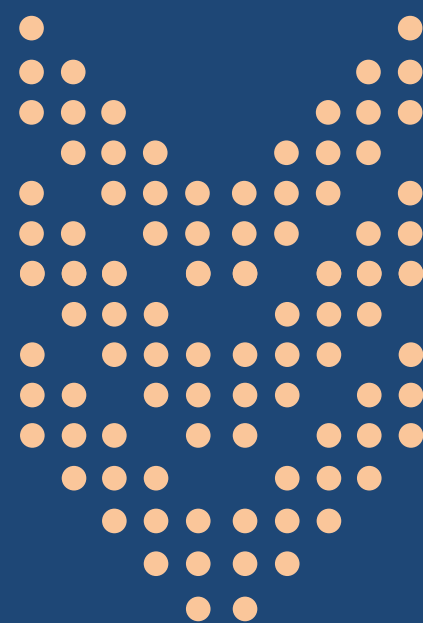
**Chat Live at  
[www.loveisrespect.org](http://www.loveisrespect.org)**



**CLICK**

on icons below to go

to our social media pages





# Who is the Alliance?



The Alliance for Substance Abuse Prevention (Alliance) is an Eau Claire County community-based coalition



## What We Do:

- Brings community volunteers and partner organizations together
- Helps coordinate and support county-wide efforts to prevent substance misuse
- Works toward our common goal of substance misuse prevention and treatment in the Community





# The Alliance Council

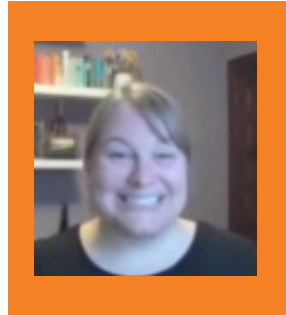
**The Alliance Council** is a group of community partners who work together to promote activism, policy change, and community involvement to prevent substance misuse.

## Members are from these community sectors:

- Business
- Civic/Volunteer Groups
- Healthcare
- Law Enforcement
- Media
- Parents
- Youth
- Youth-Serving Organizations
- Education
- Faith-Based Organizations
- State/Local Agencies
- And others!



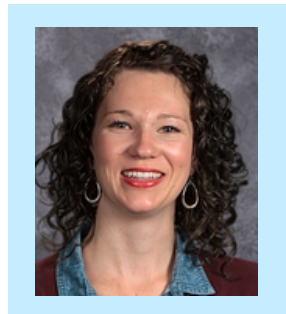
# CONTACTS



## **Alison Harder**

Alliance Facilitator

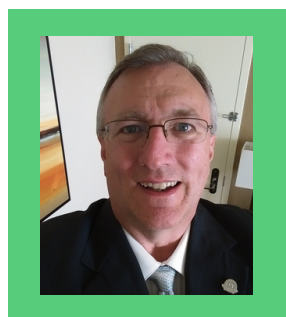
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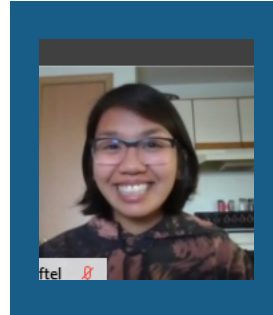
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## **Bruce King**

Alliance Chair

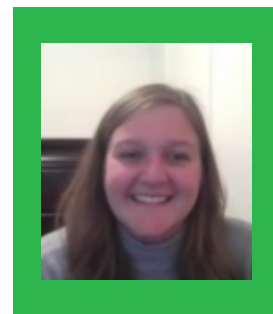
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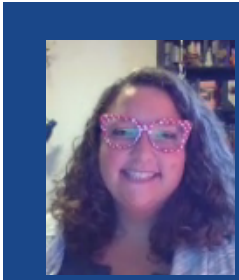
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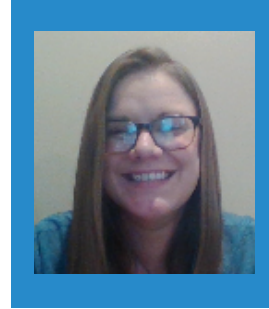


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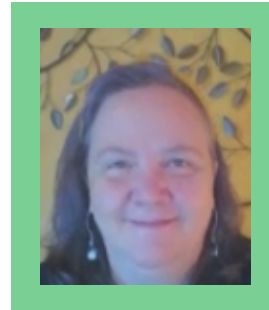


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